

Ideas + buildings  
that honor the broader  
goals of society



Georgia Tech

09.06.07

# Questions

- 1 How do we get information from our Clients?
- 2 What are some of the things that go wrong?
- 3 How do we lead our Clients to the right decisions?



## Answers

# Fundamentally, it is a dialogue.

➤ TOOLS  
Questionnaires  
Presentations  
Interviews  
Observations

1 How do we get information from our Clients?

## Answers

# Who do we talk to?

➤ Administration  
Physicians  
Nurses  
Staff  
Patients \*  
Board Members  
Community \*

1 How do we get information  
from our Clients?

## Answers

We present  
information  
(case studies,  
research, etc.)  
for them to  
react to.

1

How do we get information  
from our Clients?



## Answers

**“It's amazing what ordinary people can do if they set out without preconceived notions.”**

Charles F. Kettering quotes (American engineer, inventor of the electric starter, 1876-1958)

2

What are some of the things that go wrong?

## Answers



# preconceived notions

## ➤ CATEGORIES

- Short-Sighted (1-3 yr planning horizon)
- Cost
- Risk-Adverse Culture
- Conflicting Agendas
  - Corporate vs. Local
  - Physicians vs. Admin
  - Service Lines
- Lengthy Process / Regulatory Constraints

2

What are some of the things that go wrong?



## Answers



# Innovation comes from

3

How do we lead our Clients to  
the right decisions?



## Answers



# Innovation comes from

# Synergy between:

- Experts
- Line Staff
- Complete Outsiders  
(they are willing to ask  
the “dumb” questions)

3

How do we lead our Clients to  
the right decisions?

## Answers



Innovation  
comes  
from  
the willingness  
to take a risk; to  
try something  
new.

3

How do we lead our Clients to  
the right decisions?



## Florida Hospital – Heartland Medical Center Sebring, FL

On opening day, the number of FTE's required was the same as in the old facility even though square footage was increased by over 50%.



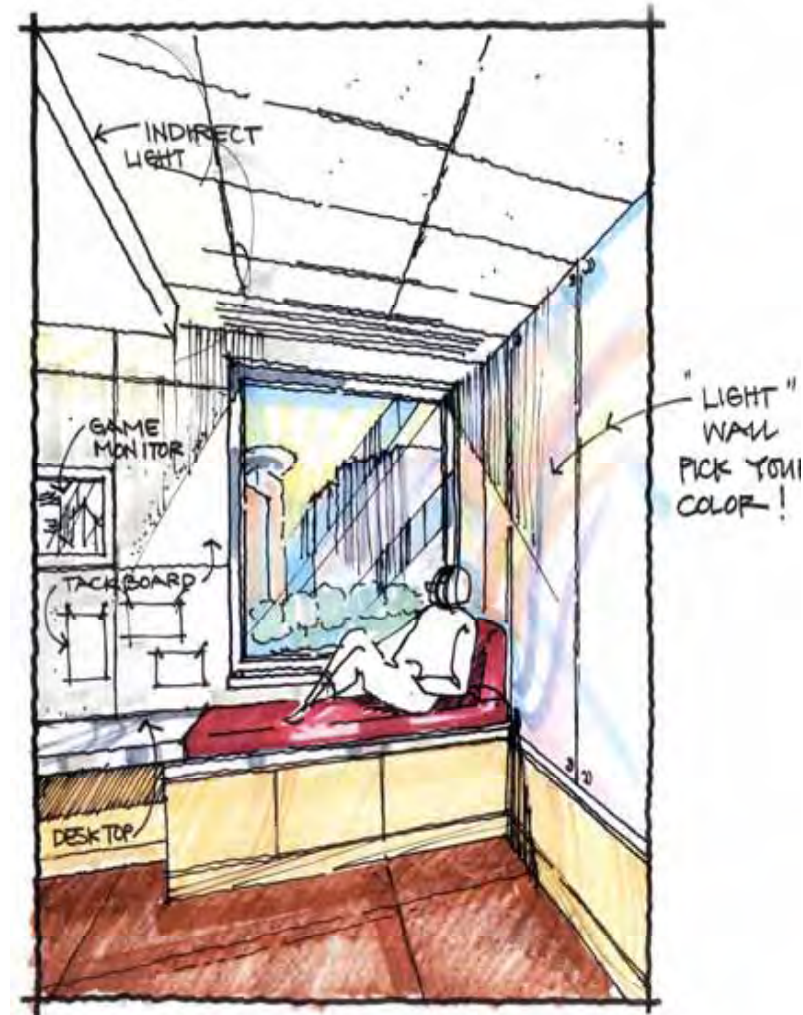
## Adopt-A-Room Minneapolis, MN

# design for patients + family



"... [they] listened as nine children with life-threatening illnesses talked about the experience of living in a hospital room for weeks, sometimes months, at a time. They listened as parents talked about cramped quarters and a lack of workspace. And then the concepts for a radically different hospital room / family suite began to emerge."

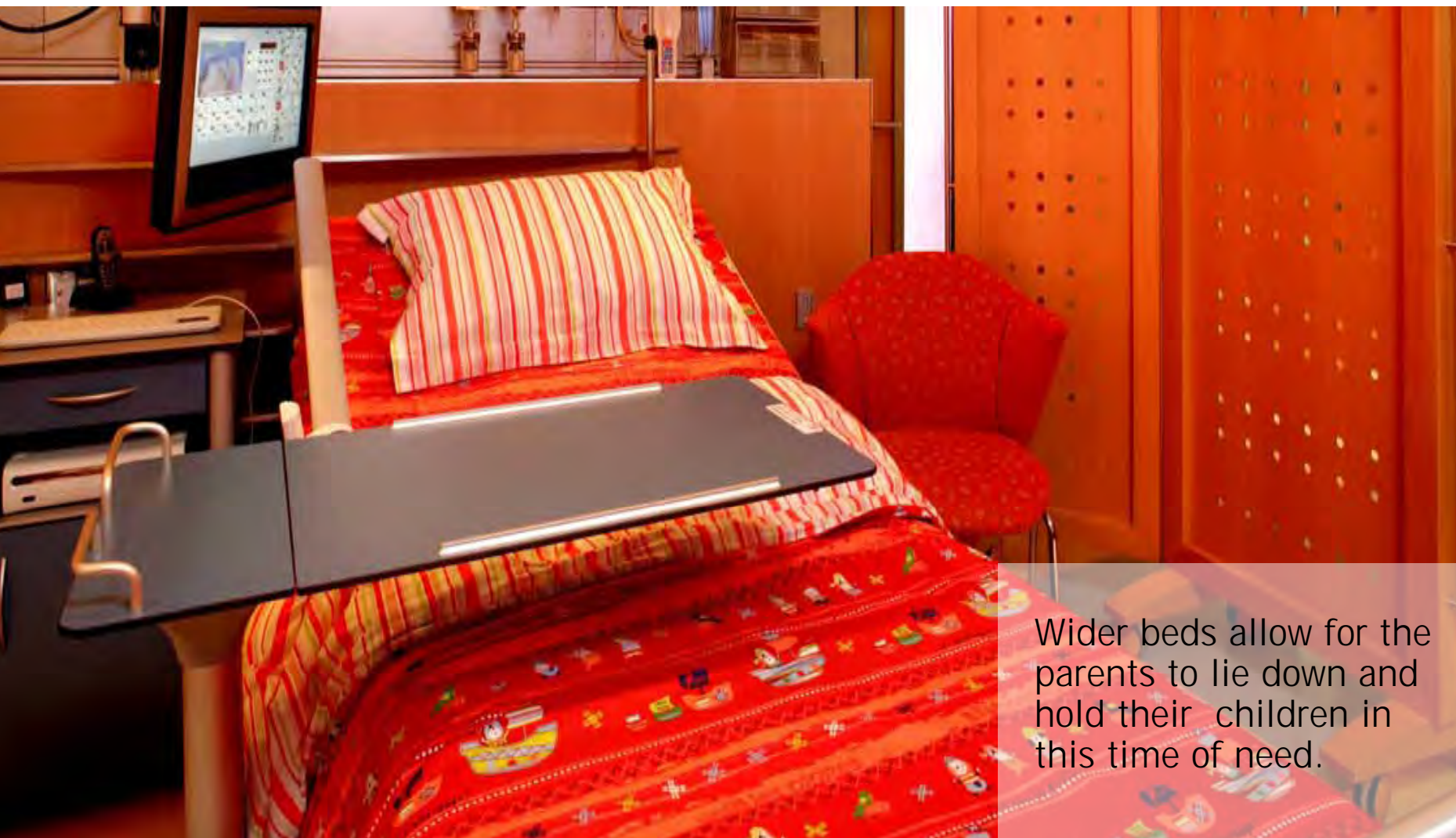
*"Home Away From Home," Architecture  
Minnesota magazine, Sept. 2006*



"A WINDOW SEAT"



## Adopt-A-Room Minneapolis, MN



Wider beds allow for the parents to lie down and hold their children in this time of need.

## Adopt-A-Room Minneapolis, MN

### HOME-LIKE BATHROOM

- Bigger and Private
- Latest Technology
  - No-touch Fittings
- Softer Lighting
- Elegant / Residential
- Accessible
- Filled with Color
- European sinks
- "Let it rain" shower
- Absorbing fabric panels that soften the appearance.





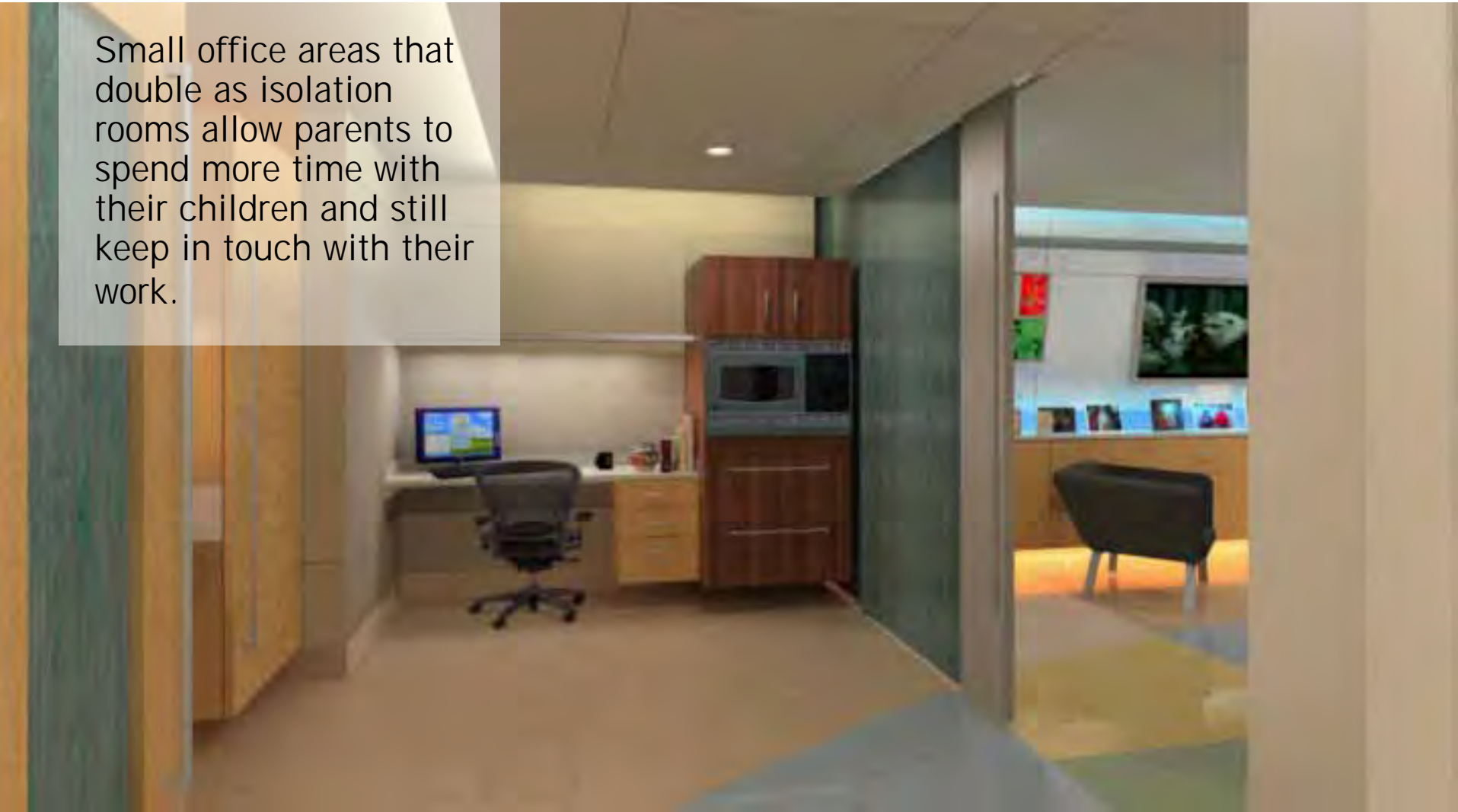
## Adopt-A-Room Minneapolis, MN



The recessed room entry gives visual & acoustical privacy for patients & families. People wandering down the hallways are unable to see the patient & are also visually distracted by the large LCD monitors on the feature wall at the rear of the room.

## Adopt-A-Room Minneapolis, MN

Small office areas that double as isolation rooms allow parents to spend more time with their children and still keep in touch with their work.





## Adopt-A-Room Minneapolis, MN



The family zone is strategically positioned on the inboard side of the room – immediately adjacent and in close proximity to the caregiver work area. This position fosters close collaboration and sharing of information between parent and caregiver. In addition, parents can quietly come and go while the child is napping or sleeping without having to cross the room.

## Adopt-A-Room Minneapolis, MN



A retreat area within the room that is a center for amenities and that affords a sense of liberation from the bed area mimics home. This area features comfortable seating, a refrigerator, a microwave & a coffeemaker.





## Adopt-A-Room Minneapolis, MN



A masked headwall by the bed keeps all the necessary hospital equipment nearby but tucked out of view.

## Adopt-A-Room Minneapolis, MN

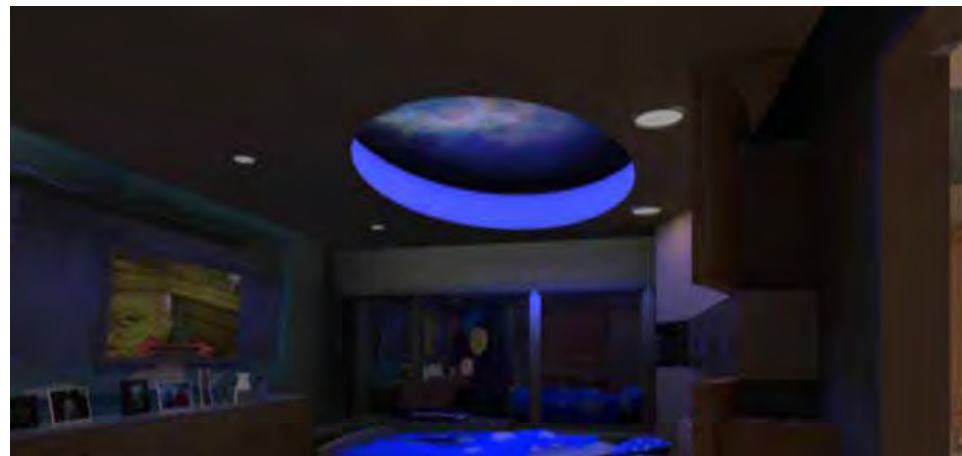




## Adopt-A-Room Minneapolis, MN



## Adopt-A-Room Minneapolis, MN



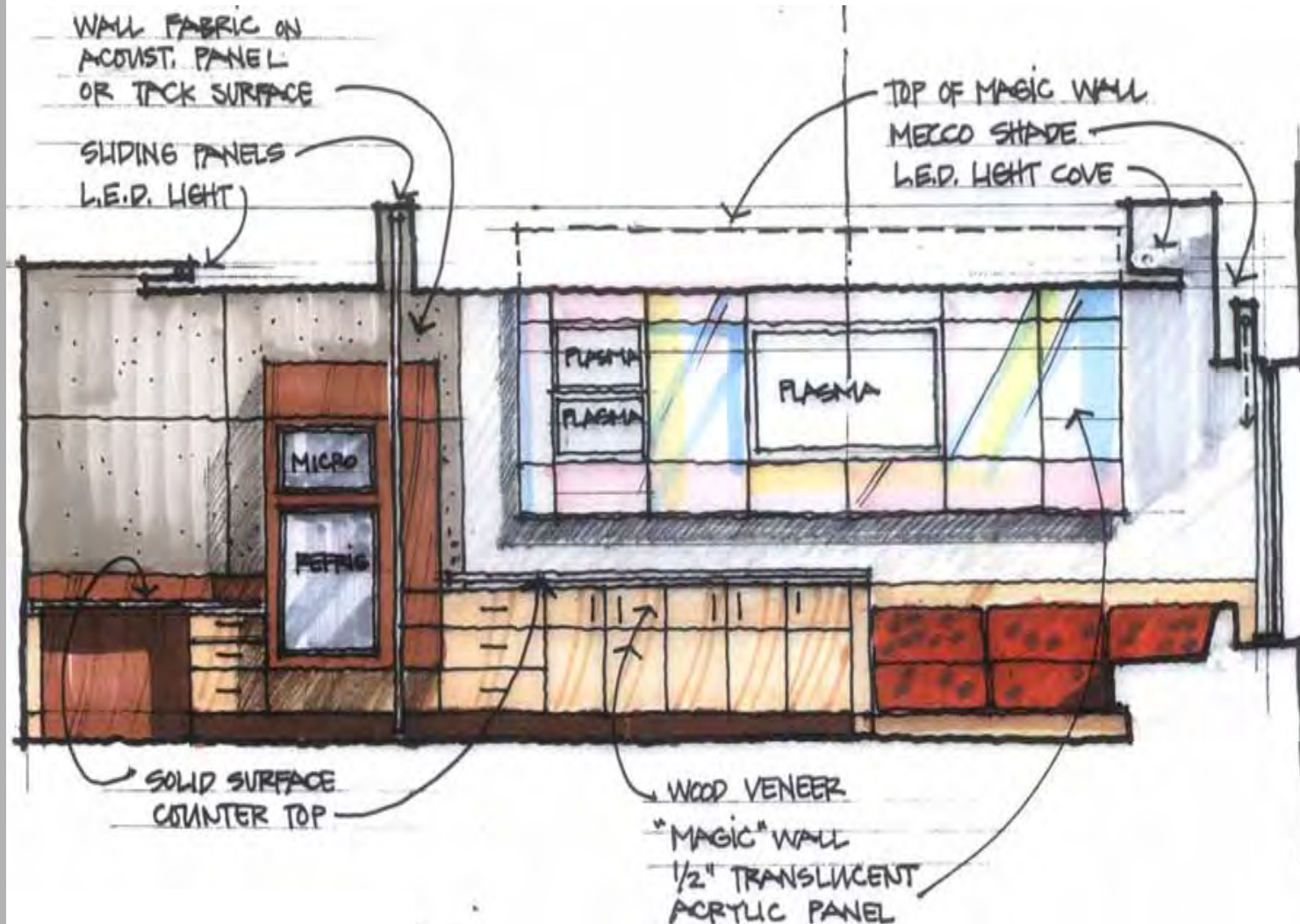
Overhead, a virtual skylight, consisting of more than 20 LED lights that can vary the color of the room, create a sense of day or night & even stars.





## Adopt-A-Room Minneapolis, MN

A high-tech 'magic wall'—a large flat-panel screen upon which colors and images can be projected—enables kids to change the wall color, turn a favorite photo into a temporary wall covering, or even indulge in a little writing on the wall.



## Joan Glancy Replacement Hospital Duluth, GA



- Third party MOB
- OP and MOB under separate construction types / lower cost
- Designed as an outpatient facility that happens to have beds





## Joan Glancy Replacement Hospital Duluth, GA



- 81 Bed Replacement on Existing Outpatient Campus
- All Digital Hospital
- 200,000 SF
- \$51M

## Mercy Health System of NW Arkansas Rogers, AR

- Narrow / Challenging Site
- Building Orientation takes advantage of natural beauty of the site, reinforces spiritual connections and positive distractions
- BIM Process Used
- Third Party MOB





## Mercy Health System of NW Arkansas Rogers, AR

- 134 Bed + 48 Shelled Beds
- \$2M Under Budget – During Period of Record Inflation



- Integrated Delivery Process
- Expedited Construction Schedule
- Complete Redefinition of Operations as Part of Design Process

## Mercy Health System of NW Arkansas Rogers, AR





## Halifax Medical Center Daytona, FL

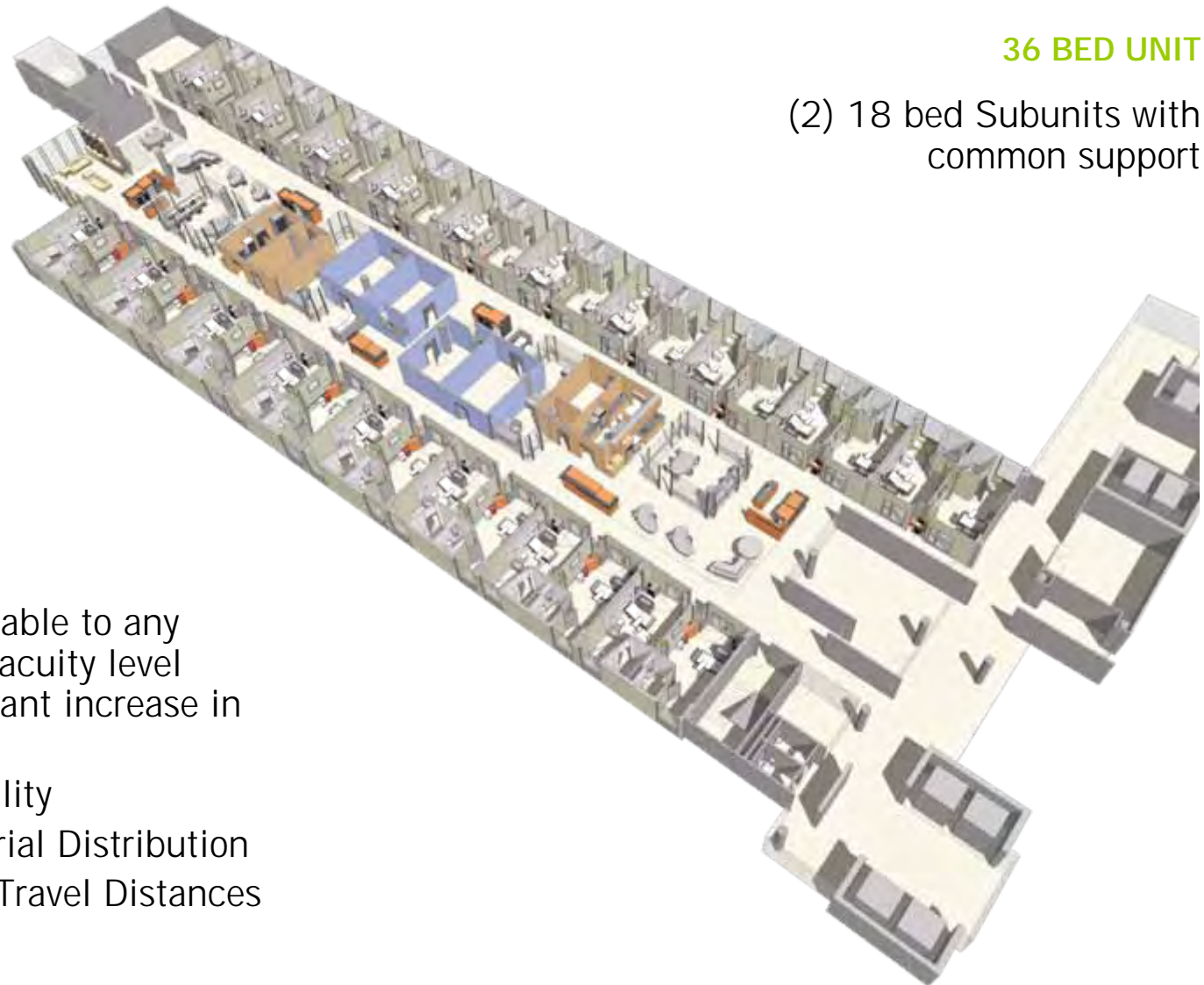
- New ED and Patient Tower
- 450,000 SF
- 288 Inpatient Beds
- Level II Trauma Center
- 128,000 Visit ED
- \$145M /\$200M
- Issues
  - High Acuity
  - Increased census
  - Disaster Preparedness/ Surge Capability
  - Space Deficiencies



# Halifax Medical Center Inpatient Unit Daytona, FL

36 BED UNIT

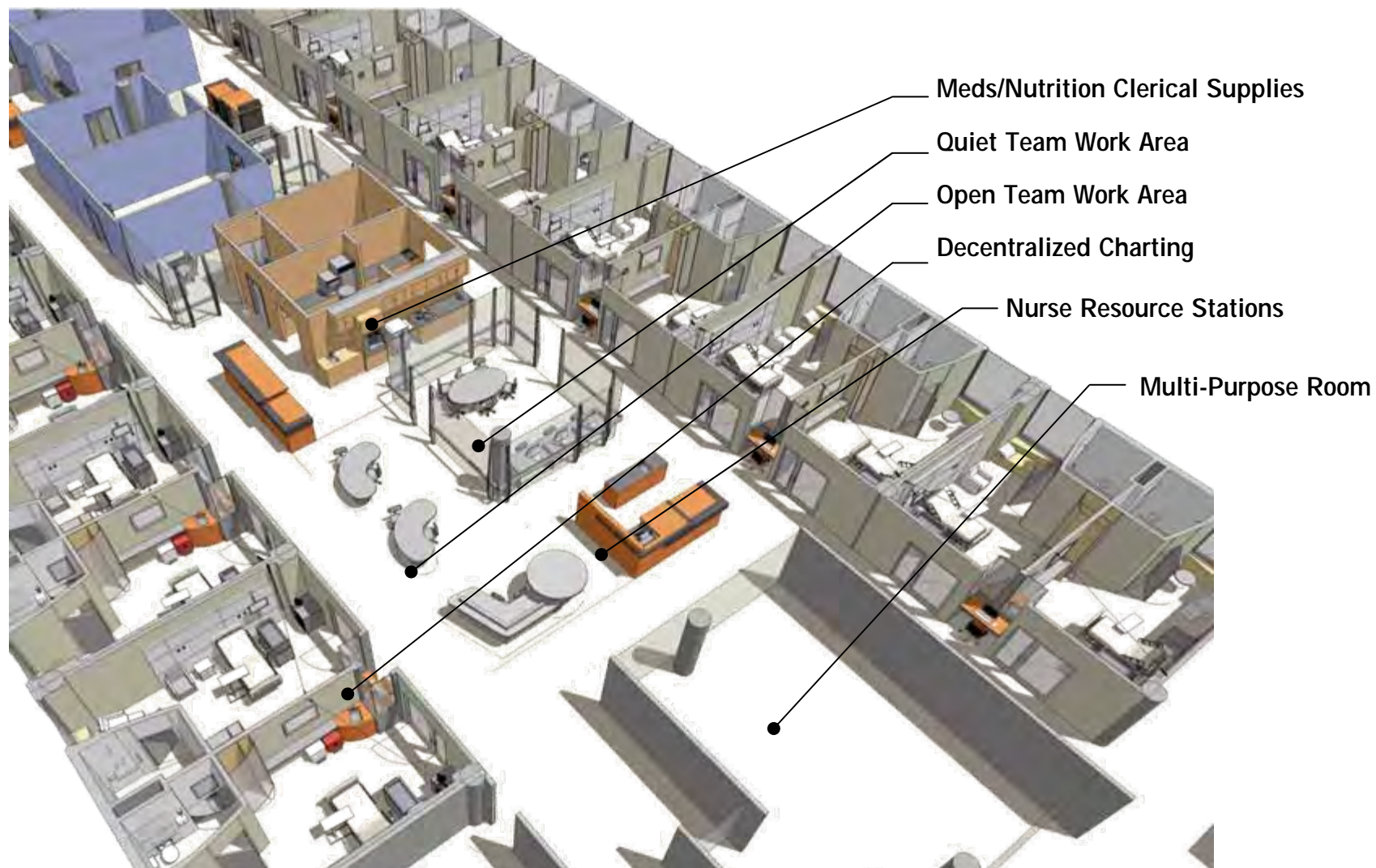
(2) 18 bed Subunits with  
common support



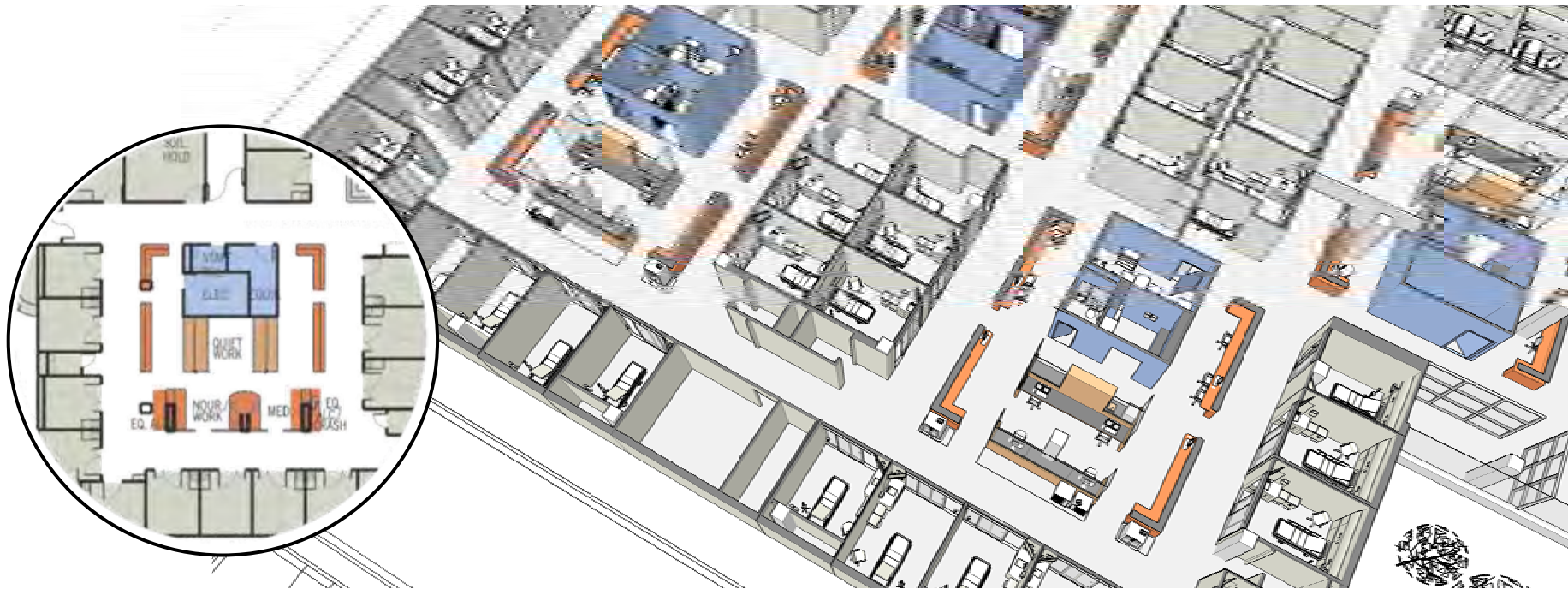
- Design is adaptable to any patient type or acuity level without significant increase in Const. Cost
- Improved Visibility
- Improved Material Distribution
- Reduced Staff Travel Distances



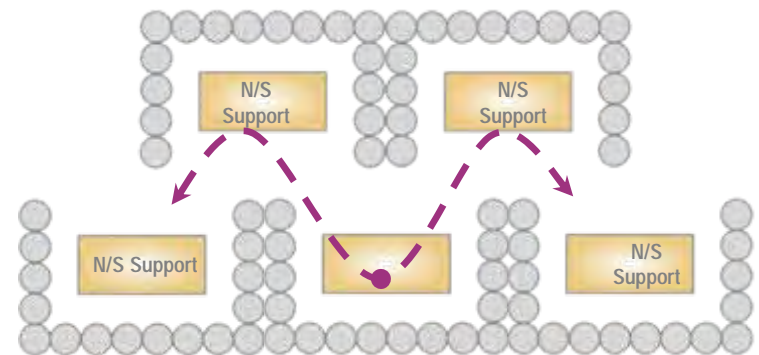
# Halifax Medical Center Inpatient Unit Daytona, FL



# Halifax Medical Center Emergency Department Daytona, FL



- 128,000 Visit Trauma Center
- Innovative Serpentine Design affords optimum flexibility by allowing each Module to expand or contract throughout the day
- HC Advisory Board Cited Project as “one of the most innovative we have seen”





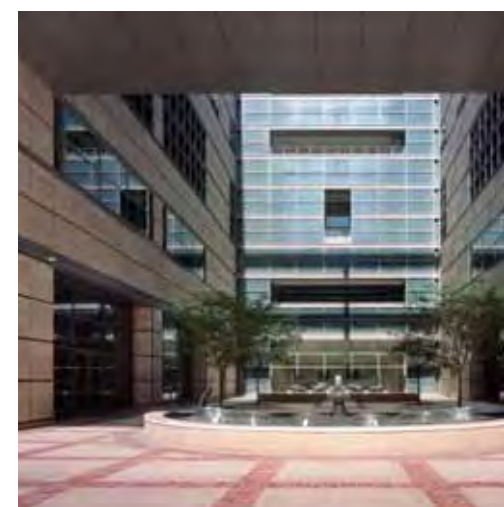
# Ronald Reagan UCLA Replacement Hospital Los Angeles, CA



- Project Focused on Adaptability
- Creation of Interventional Floor Concept (Surgology)
- Employs a Moveable Redline
- Consolidate Pre / Post Procedure Area, Modular Treatment Area



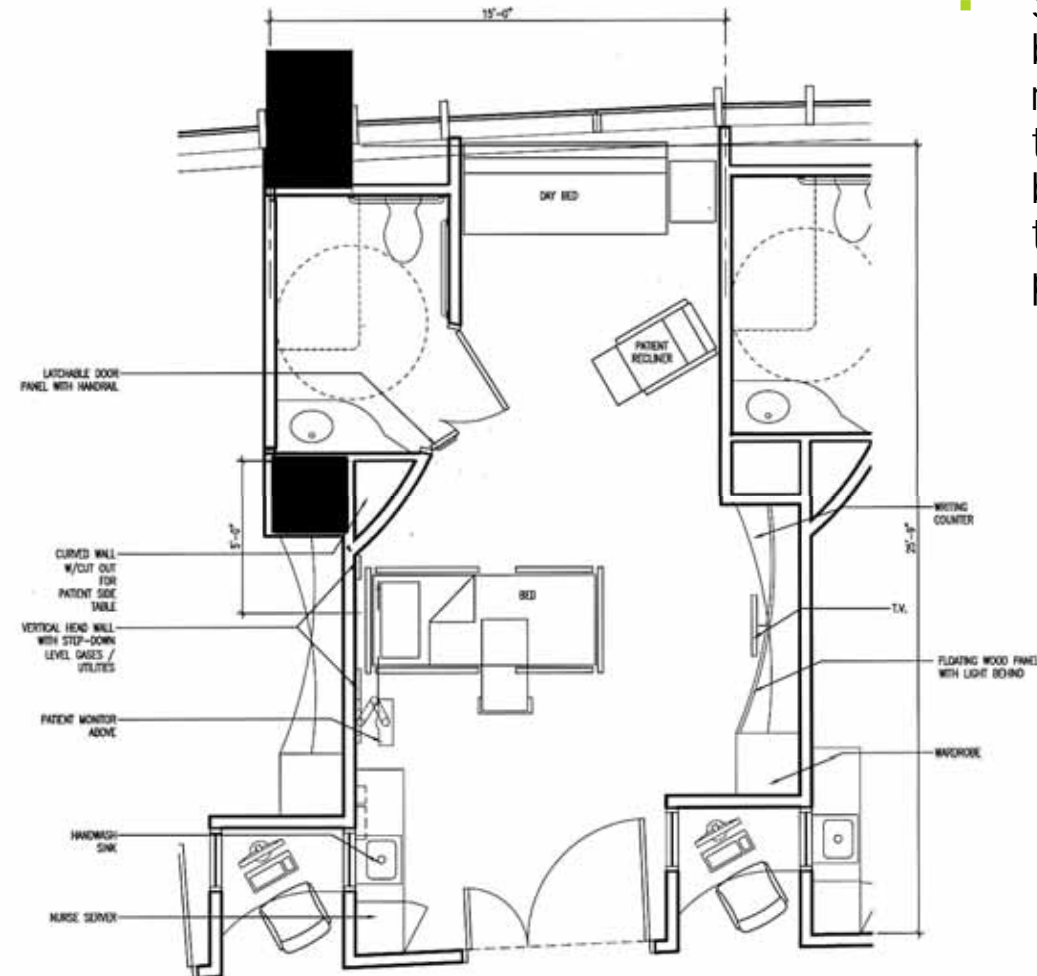
## Ronald Reagan UCLA Replacement Hospital Los Angeles, CA





# University of Miami Miller School of Medicine Miami, FL

- Single-handed rooms with a rail from the bed to the bathroom were planned to reduced patient falls. When one considers that about 75% of hospital falls occur between the bed and bathroom, it is clear that carefully considered room design promotes a heightened safety environment.



Final Patient Room Design with  
Mock-up Evaluated Changes



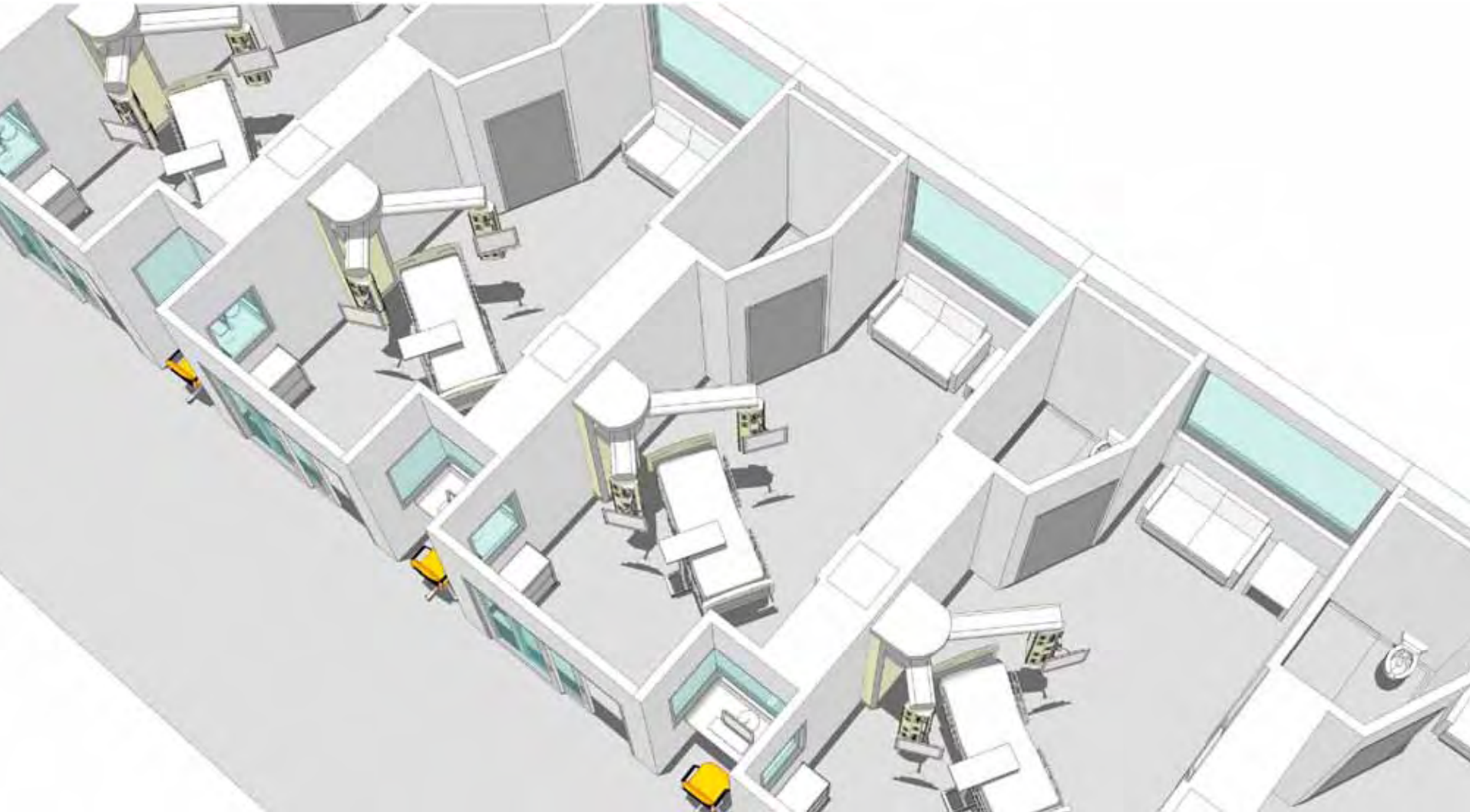
Preliminary Patient Room Design

# University of Miami Miller School of Medicine Miami, FL





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## University of Miami Miller School of Medicine Miami, FL

